

**REAL
BUSINESS**

**BRITAIN'S
1000**

*Most
Entrepreneurial
Women*

In association with

 **BANK OF SCOTLAND**
CORPORATE

“

I was the first woman in my family to **work**. It was **taboo**. I got a Saturday job aged 15 and people said I was bringing **shame on my family**”

Kavita Oberoi, page 22

Sara Murray

Buddi

"I was just nearing the checkout. I turned around and she wasn't there. I said: 'My daughter's gone'." Almost losing her daughter provoked Murray to set up Buddi, a GPS-based tracking system. Parents can tag children to locate them in seconds. An Oxford-graduate who founded and sold two other technology firms, Murray counts fund manager Anthony Hilton and Lastminute.com founder Brent Hoberman as friends. Buddi could be her biggest hit to date.

Kavita Oberoi

Oberoi Consulting

Raised in a traditional Indian family in Derby, Oberoi faced cultural hurdles. "I was the first woman in my family to work or go to university. It was taboo," says Kavita Oberoi. "When I got a Saturday job aged 15, people said I was bringing shame on the family." But following a first-class degree in applied chemistry at UCL and a stellar career at Bayer, she broke new ground by setting up Oberoi Consulting. "My mother was my inspiration. She was progressive and insisted I have a career." Oberoi proved relatives wrong by getting married, raising two kids and being a full-time entrepreneur. "Attitudes are changing in the Indian community," she says. All thanks to role models like Oberoi.

Marilyn Orcharton

Kite Consultants

When Orcharton tried to raise money for her first business, the bank manager wouldn't see her and his



Kavita Oberoi triumphed over her share of cultural challenges to start up Oberoi Consulting.



assistant wouldn't take her seriously. Undeterred, she sent her male partner to the next meeting and secured the funding they needed. Even in the days when you could find an NHS dentist, she spotted the need for personal dental payment plans and her DenPlan now supplies 80 per cent of that market. She went on to create IsoPlan, whose management systems help specialised professionals – dentists, vets and opticians – run effective businesses.

Clare Parsons

Lansons Communications

A legend in the City, Parsons founded financial services PR agency Lansons Communications, 20 years ago and has kept it at the very top every since. Not a year goes by without Lansons picking up a slew of awards and new contracts, cementing Parsons' reputation as the industry's biggest

mover and shaker. Less well known is her philanthropic side: Lansons donates one per cent of profits to charity and the firm's employees organise a Christmas fair, barbecues and fundraisers for good causes.

Betsan Partridge

Sonardyne

Partridge set up subsea navigation manufacturer Sonardyne with husband Charles in 1971. The pair have spent almost four decades quietly building Sonardyne into the world leader in underwater telemetry, supplying kit to the US Navy, the Russian coastguard and all the oil majors. After the Asian tsunami catastrophe, Sonardyne came up with the early warning system now in operation across the Indian Ocean. Partridge is one of Britain's richest manufacturers: Sonardyne posted profits